tempra

Revenue, in time.

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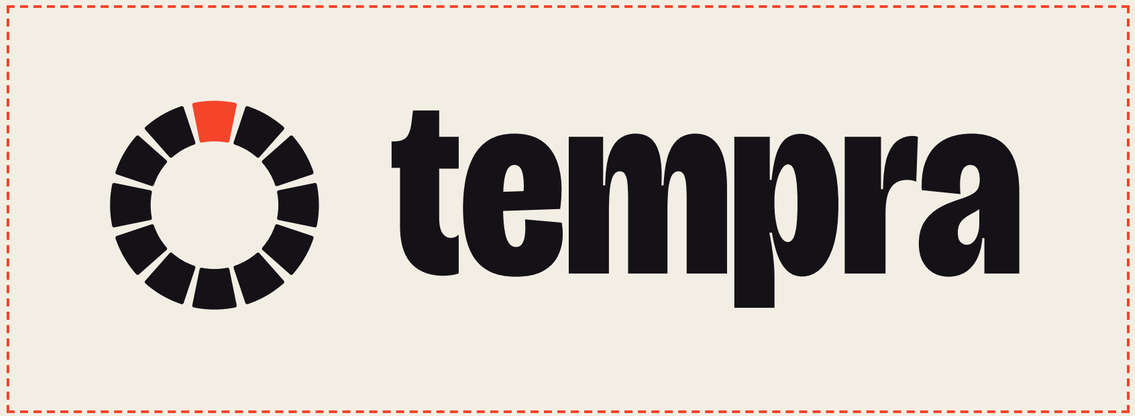
08 The logo in motion

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Revenue has a *rhythm.*

Subscriptions renew on a beat: weekly, monthly, yearly. A healthy app business sounds like a steady pulse, and Tempra keeps time. So the identity is built on one tempo, 120 beats a minute. One beat is half a second, one bar is two seconds, and every move in every film lands on that grid.



Symbol

Diameter 1.5 × the x-height, centred on it.

Gap

0.36 × the symbol's diameter between symbol and wordmark.

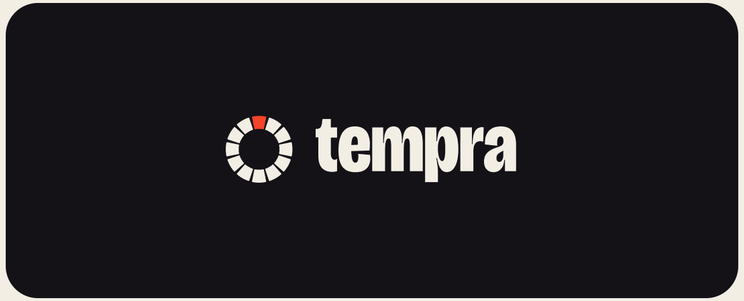
Wordmark

Bricolage Grotesque, weight 800, width 78, optical size 96, tracking −0.012 em. Always lowercase.

THE DASHED LINE IS THE CLEAR SPACE: HALF THE SYMBOL'S DIAMETER ON EVERY SIDE, BUILT INTO EVERY LOGO FILE



INK ON PAPER · PRIMARY



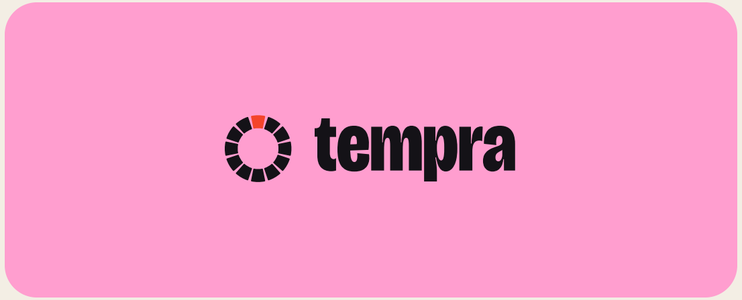
PAPER ON INK



INK ON VOLT



PAPER ON COBALT



INK ON BLOOM



VOLT ON DEEP

THE TICK'S ACCENT SEGMENT IS ALWAYS TEMPO RED, EXCEPT IN THE ONE-COLOUR VERSIONS



Twelve beats, one in red.

Twelve segments, one for each month of a year of renewals. Each segment spans 30°, less a 7° gap. The inner radius is 64% of the outer. Segment one, at twelve o'clock, is Tempo Red: the beat we are on.

In motion the ring builds in exactly twelve eighth notes, and the red segment pulses on the beat like a metronome light.

DON'T



STRETCH OR SQUASH IT

DON'T



ROTATE IT

DON'T



PUT IT ON A GRADIENT

DON'T



ADD SHADOWS OR EFFECTS

DON'T



LOSE THE RED SEGMENT ON RED

DON'T

USE PAIRINGS THAT FAIL CONTRAST

Ink
#141217
RGB 20 18 23
Dark ground, text

Paper
#F3EEE4
RGB 243 238 228
Light ground, text

Tempo Red
#F4442A
RGB 244 68 42
The signal, one per frame

Volt
#D7F24B
RGB 215 242 75
Growth, energy

Cobalt
#2D5BFF
RGB 45 91 255
Product and UI

Bloom
#FF9ECF
RGB 255 158 207
People, stories

Deep
#0F3B32
RGB 15 59 50
Data and story grounds

Flat colour only. One signal colour per frame. Never a gradient between brand colours: the colour does the shouting so the motion can keep time.

Aa 16.1
PAPER ON INK · AAA

Aa 16.1
INK ON PAPER · AAA

Aa 14.8
VOLT ON INK · AAA

Aa 14.8
INK ON VOLT · AAA

Aa 4.5
PAPER ON COBALT · AA LARGE

Aa 9.8
INK ON BLOOM · AAA

Aa 9.9
VOLT ON DEEP · AAA

Aa 6.5
BLOOM ON DEEP · AA

Aa 3.2
TEMPO RED ON PAPER · AA LARGE

Aa 3.2
PAPER ON TEMPO RED · AA LARGE

Aa 5.1
INK ON TEMPO RED · AA

Aa 10.7
PAPER ON DEEP · AAA

RATIOS COMPUTED WITH THE WCAG 2.2 FORMULA · AA LARGE TEXT NEEDS 3:1, AA BODY TEXT 4.5:1

DISPLAY · BRICOLAGE GROTESQUE 700 TO 800

Keep time.

ACCENT · INSTRUMENT SERIF ITALIC

in time.

TEXT · INSTRUMENT SANS 400 TO 600

Run paywalls, trials and renewals across iOS, Android and the web, and see what every price change does to revenue.

DATA · GEIST MONO 400 TO 500

MRR $1,284,320

+18.4% · 120 BPM

Fit lines with width, not size.

WDTH 75

Renewed on the beat

WDTH 82

Renewed on the beat

WDTH 90

Renewed on the beat

WDTH 100

Renewed on the beat

01

On the beat

Every key move lands on the 120 BPM grid. Durations are multiples of 0.25 s.

02

Renew, don't repeat

Loops come back changed: a new colour, a new size, a new month.

03

Weight you can count

Arrivals spring: 8% overshoot, settled in 0.33 s. Exits are quick and plain.

04

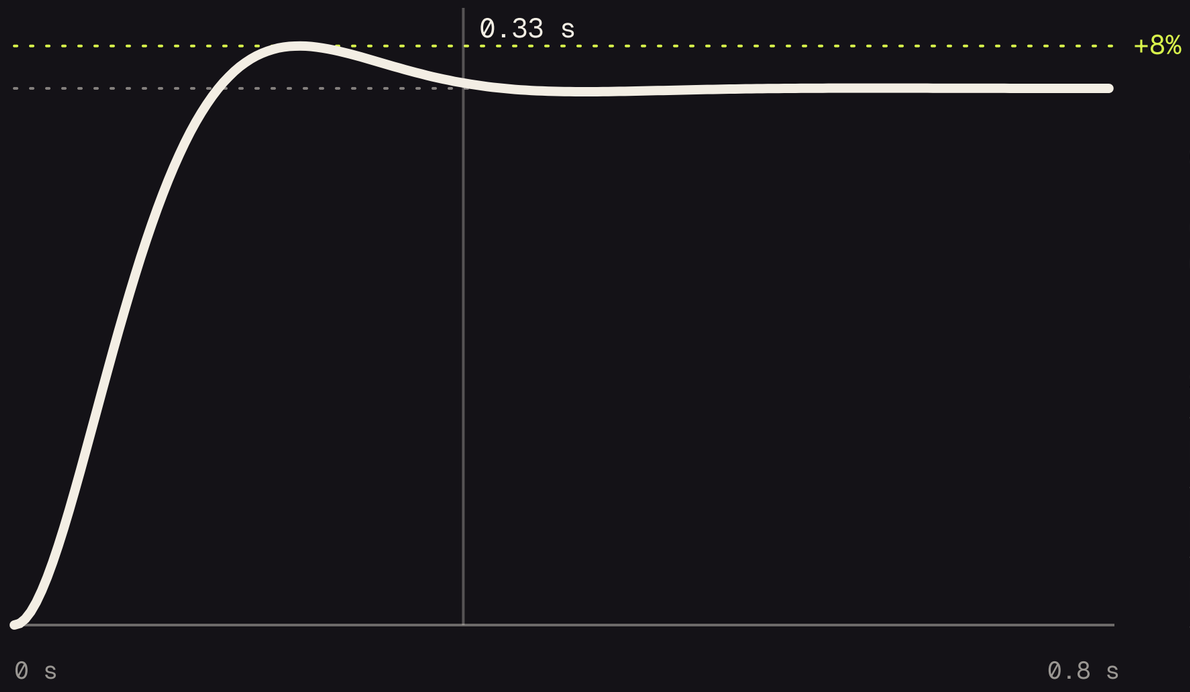
Count, don't fade

Numbers roll digit by digit. Charts build in steps on the beat.

TOKEN	VALUE	USE
tick	`125 ms`	Segments, letters, sequencer steps
step	`250 ms`	Small moves, words
beat	`500 ms`	Cuts, entrances
phrase	`2 s`	A scene, one bar
enter	`cubic-bezier(0.16, 1, 0.3, 1)`	Arrivals without spring
exit	`cubic-bezier(0.7, 0, 0.84, 0)`	Leaving
move	`cubic-bezier(0.65, 0, 0.35, 1)`	Travel across the frame

```
:root {
  --tempra-tick: 125ms;
  --tempra-step: 250ms;
  --tempra-beat: 500ms;
  --tempra-bar: 2000ms;
  --tempra-ease-enter: cubic-bezier(0.16, 1, 0.3, 1);
  --tempra-ease-exit:  cubic-bezier(0.7, 0, 0.84, 0);
  --tempra-ease-move:  cubic-bezier(0.65, 0, 0.35, 1);
}
```

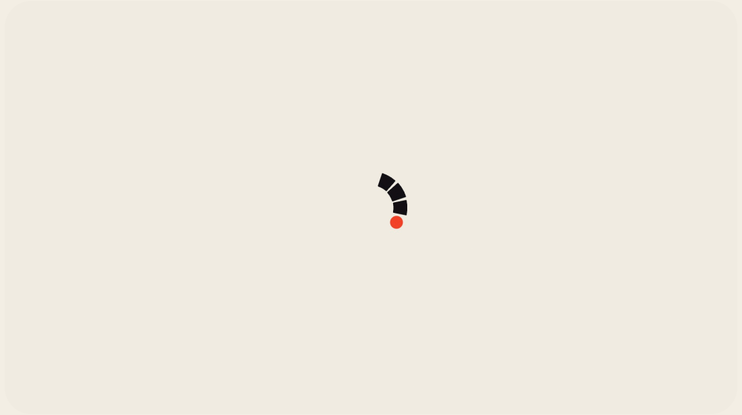
ALSO SHIPPED AS TEMPRA-TOKENS.JSON AND AFTER EFFECTS EXPRESSION PRESETS



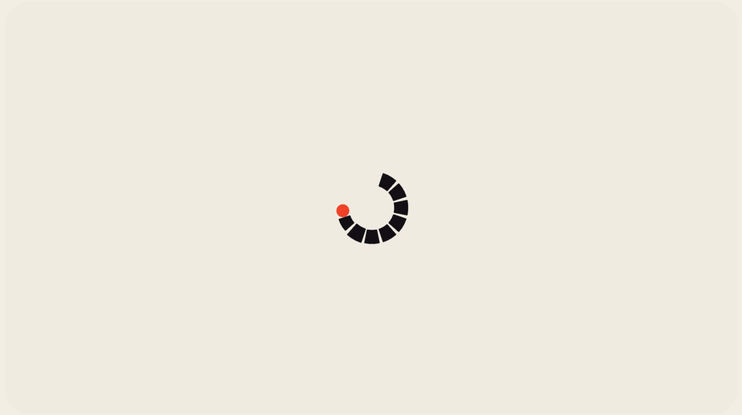
8% over. Settled in 0.33 s.

Stiffness	380
Damping	24.5
Mass	1
Damping ratio	0.63

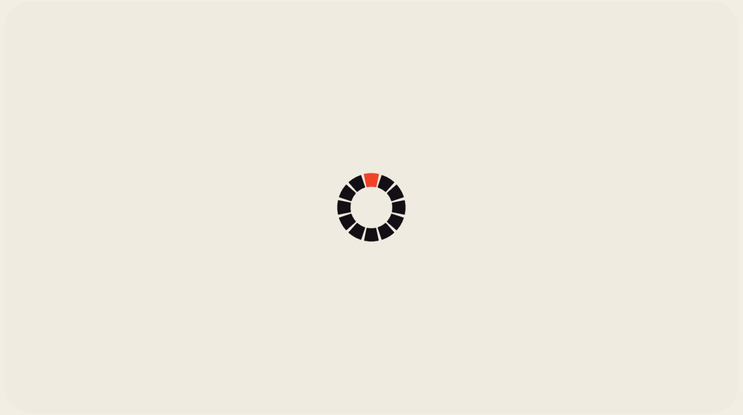
BEAT 1 · THE DOT LANDS



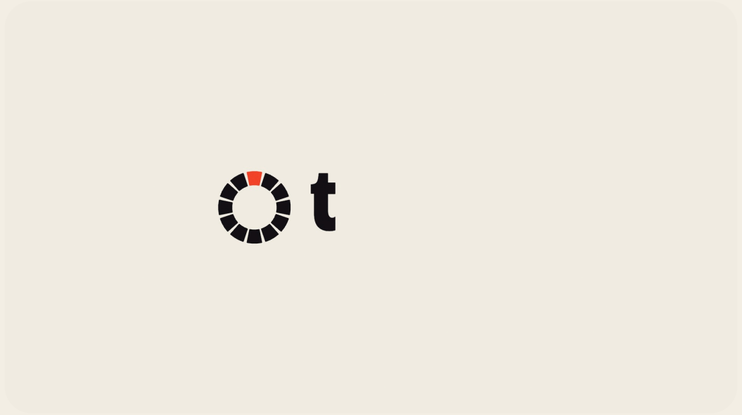
BEATS 2 TO 4 · A SEGMENT EVERY EIGHTH NOTE



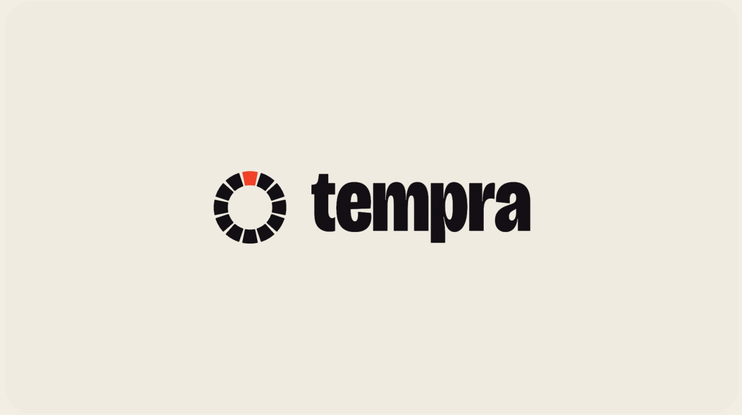
THE LAP CONTINUES



BEAT 5 · COMPLETE, IT BREATHES



BEATS 6 AND 7 · THE WORD CONDENSES IN

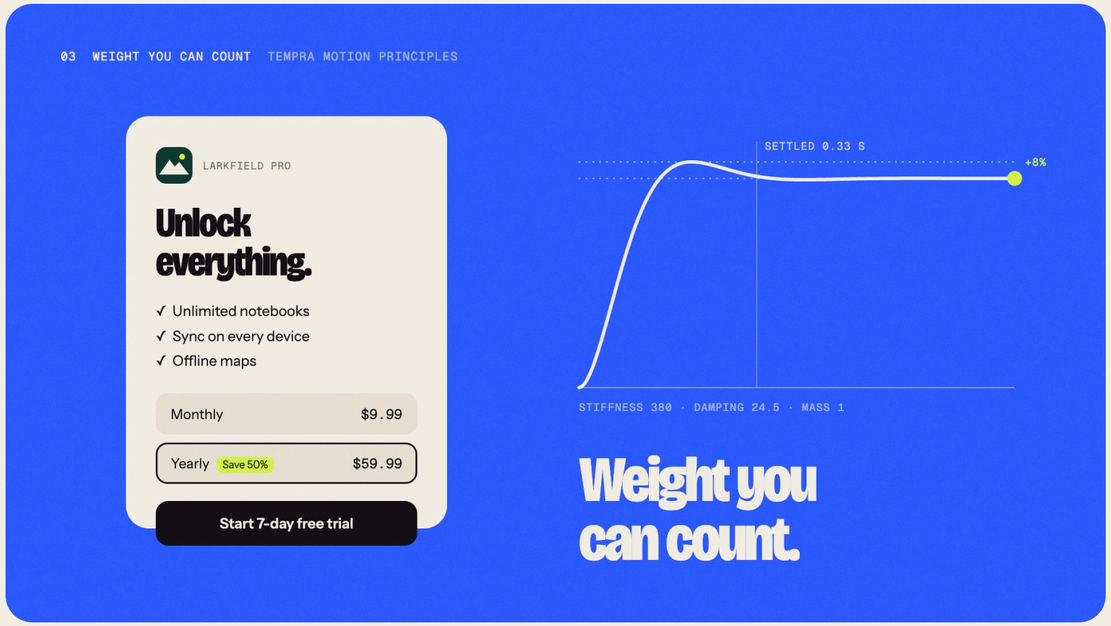


BEATS 8 TO 12 · HOLD, THE RED SEGMENT KEEPS TIME

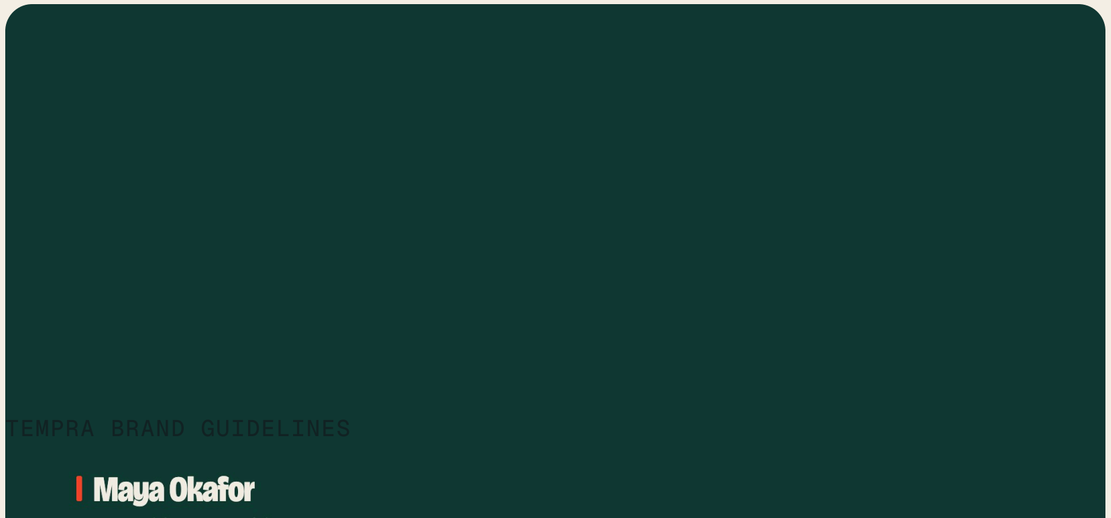
ALSO IN 3 S AND 1 S VERSIONS



MANIFESTO FILM · RENEWALS ON SIXTEENTH NOTES



PRODUCT · A PAYWALL THAT LANDS ON THE SPRING





10 FILES

FILE	FORMATS
Logo lockup and symbol	SVG · 10 colourways each
Logo animation	6, 3 and 1 s · ProRes 4444 with alpha, MP4
Timing tokens	JSON · CSS · AE presets
Customer story toolkit	AE project · MOGRT · OGraf titles
Manifesto film	16:9 and 9:16 · ProRes, MP4
These guidelines	PDF · web page

Every file is named `tempra-<item>-<variant>`. Fonts are open licence and travel with the project.



Tempra is a fictional brand. These guidelines are a studio concept by Active Idler, made to show how we build and hand over a motion identity. Any resemblance to a real company is unintended.